

Leadership Presence

Project your expertise visually and verbally



*Leadership goes beyond what you know . . .
. . . the “beyond” is Leadership Presence.*

The essential pillars of effective leadership are substance + style, competence + connection, and content + delivery. Good leaders have expertise that is communicated through their own distinctive style.

The Leadership Style Center addresses the issue of distinctive personal style by providing tools and techniques for emerging and advancing leaders to confidently project their expertise visually and verbally.

Let's talk about your program today
415.686.2389 ■ info@TheLeadershipStyleCenter.com
TheLeadershipStyleCenter.com



The Leadership Style Center
developing more effective leaders

Leadership Presence

*“You are
received as
you are
perceived.”*

—Diane Parente

The Foundation

Is there a gap between potential and performance in your leadership team?

Leadership is about confidently projecting your expertise, visually and verbally.

The Leadership Style Center focuses on the necessary skills for this by addressing three core characteristics essential in career pathing.

The **3 C's of Leadership Presence** are a unique combination of essential visual and verbal communication skills that advance leaders, and the organizations that support those leaders:

- **Confidence:** an assurance in your ability to show up and express yourself professionally
- **Collaboration:** in-depth engagement with others based on clarity of who you are and what you value
- **Constancy:** on-going reliability that provides the foundation for effective leadership

	Module	Confidence (Positive Impression)	Collaboration (Engagement, Trust)	Constancy (On-going)
	1 Visual Presence	Project credibility using the Authoritative-Approachable Scale™	Establish connection	Respect
	2 Verbal Presence	Communicate effectively using the BUSness Communication Compass™	Create win-win conversations	Relationship
	3 Visual Communication	Develop compelling documents and pages using Page Architecture™	Foster clarity & understanding	Action
	4 Integration	Seamlessly convey your credibility, professionalism, expertise	Embody & model accessibility	Leadership Presence
	+ Bank of Hours	Address specific individual and/or team challenges	Attain deeper understanding	Implementation

What Participants Learn

Leadership Presence supports participants' ability to:

- Represent themselves and their organizations in any situation, anywhere
- Align their appearance with their personal style, competency, and position
- Move others to action by understanding their own and others' communication styles
- Lead, even when *not* present, through effective print and electronic documents
- Integrate their leadership style with their competency

Benefits

- Leaders represent your organization with more confidence and polish
- Effective leaders move their departments and companies forward
- Improved work environment through smoother running departments and teams
- Greater influence in your industry
- Better internal and external relationships for greater efficiency and effectiveness
- Employee development and retention

Who Would Benefit

- Emerging and advancing corporate and business leaders
- Corporate and business individual contributors
- Venture capitalists and their clients
- Those wanting to enhance their current leadership skills

Program Modules⁺

Module 1

Visual Presence

Build Trust and Respect Before Saying a Word

Expert: Diane Parente

How you show up, before you even say a word, often determines whether you are considered worthy of being listened to. Frame your credibility and value.

Topics include:

- The 5 essential elements of a credible appearance
- Using the Authoritative–Approachable Scale™
- Identifying derailers that impact your effectiveness



Module 2

Verbal Presence

Be Heard, Be Understood, and Become Engaged

Expert:

Karen Anderson Peters

What you say and how you say it influences your path to success and leadership. Being heard begins with engagement.

Topics include:

- The BUSINESS Communication Compass™
- The Cycle of Creative Listening
- Troubleshooting verbal misunderstandings



Module 3

Visual Communication

Get Your Documents Read, Understood, and Acted Upon

Expert: Nancy Webb

Maintain and extend your influence through effective, persuasive print and electronic documents.

Topics include:

- The visual vs. verbal aspects of documents and pages
- Page Architecture™ as a basic layout tool
- Avoiding common problems, and finessing critical details



Module 4

Integration

Test Driving the Systems and Finessing the Details

Experts: TLSC Team

Test drive, fine tune, and integrate the concepts and new habits you've learned.

- Feedback on the homework from the previous Modules
- Group discussion of challenges and sticking places
- How to integrate the three components of Leadership Presence.



The “+”

Bank of Hours

A pre-determined number of hours for post-module individual or group coaching.



“You read a page before you read a single word.”

— Nancy Webb

TLSC Experts



Diane Parente, founder of The Leadership Style Center, is the leader in Visual

Presence. For over 25 years she has been presenting programs to corporations and associations, and consulting with their top executives. Her programs bridge the generation gap.

“After listening to Diane, I take a moment every morning when I’m getting ready for work to ask: Does my attire say authoritative or approachable? It made me take a step back and think about my visual presence in a whole new light.”



Karen Anderson Peters, M.A. is a communications and media specialist who

has worked with individuals, managers, executives and academics to help them project confidence and a professional image. Karen has also been a major media spokesperson, and hosted her own TV show on NBC.

“It’s important to respect the verbal communication styles of others. Karen Anderson Peters is a master at helping to identify what those styles are, where I fit into the puzzle, and how to use them to my advantage in business.”



Nancy Webb, owner of Nancy Webb Graphic Design, has been a Visual

Communication Strategist for over 25 years. Specializing in graphic design, consultation, seminars, and training, she works with a wide variety of clients—from international corporations to local start-ups.

“Have you ever wondered why your email, blog post or document was overlooked, sent to the trash, or didn’t get the response you intended? Nancy Webb showed me how to change my visual approach to documents to get the desired results—and get them fast.”

—Lisa Sibley, Senior Public Relations Specialist, Robert Half

About The Leadership Style Center and Leadership Presence

*“Everything
in business is
personal,
even if it doesn’t
appear that way.”*

—Karen Anderson Peters



Our Values

- Ethics and integrity
- Highest quality products & services
- Client centric
- Constant learning & growth



The Leadership Style Center
developing more effective leaders

415.686.2389

info@TheLeadershipStyleCenter.com
TheLeadershipStyleCenter.com

The Leadership Style Center focuses on developing Leadership Presence. We offer in-depth programs on essential visual and verbal communication skills for emerging and advancing leaders, and the organizations that support them.

Do any of these sound familiar?

- Your employees are frequently “not on the same page” (figuratively *and/or* literally).
- Meetings end without a clear understanding of what action steps need to be taken.
- Employees are held back because their appearance lacks professionalism and polish.
- You have been silently embarrassed when your emerging leaders interacted with others or conducted meetings in a way that did not match their level of competency.
- Your employees are not aware of policy changes or other important information, despite having received multiple communications addressing them.
- You are challenged to motivate and retain your best employees.
- Your employees expect/demand more from your enrichment programs.
- Your leadership development efforts don’t fully address your leaders’ challenges.

The Comprehensive Leadership Presence Program*

- **Pre-work:** Client and participant interviews; systems, processes, and document assessments; benchmarks
- **Four half-day program modules:** fully-customized to your specific situation
- **Follow-up:** Debrief, executive summary, benchmarks
- **Bank of Hours:** individual or group post-program coaching with the experts.
* Also available as a program specifically for women

Why TLSC?

- TLSC’s **Leadership Presence** program is an integrated process, helping to assure the highest level performance so that leaders can demonstrate their depth of knowledge and expertise, and be seen, heard, understood and valued.
- Our program incorporates post-module coaching and consulting—because you can’t change behavior by simply taking a class.
- Rarely taught in school or on-the-job, the skills our experts teach enable participants to convey competence, confidence, and presence.
- Each of the The Leadership Style Center experts possesses over 25 years of hands-on experience in the skills vital to leadership presence.
- The **Leadership Presence** program augments and enhances more typical competency-based leadership development programs.

Who We Work With

- Corporations seeking training programs to support emerging and advancing leaders
- Small to medium businesses in growth mode that recognize leadership presence as key
- Venture capitalists whose clients would benefit from grooming for leadership success

Let’s Talk

Contact Diane Parente directly to discuss your needs:

415.686.2389 ■ info@TheLeadershipStyleCenter.com

What distinguishes **Leadership Presence** from other leadership development training?

The Leadership Presence Training and Development Program*

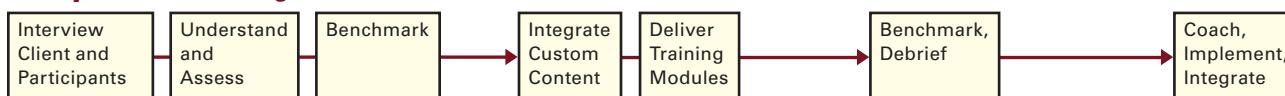


Leadership goes beyond what you know . . . the “beyond” is Leadership Presence.

Our goal is not just to teach innovative concepts and tools, we want to help you make positive change. Your organization will receive value well before participants enter the classroom. You—and they—will continue to receive value after they have completed the training modules.

Here’s what the **Comprehensive Leadership Presence** training program delivers:

Comprehensive Program



Pre-work	4 Half-day Program Modules	Follow-up	Implementation
Interview Client - Culture/Leadership definitions and paths - Challenges they face in selecting and grooming leaders - Emerging leaders’ knowledge gaps - Problem situations, sensitive areas, and “sacred cows” - Alignment with other/previous leadership training programs - Desired goals and outcomes Interview Participants - Challenges they face presenting themselves as candidates for leadership positions - Information gaps they would like to fill - Challenging situations and interactions they encounter - Desired outcomes Understand Systems and Processes; Assess Print and Electronic Documents - Authority and responsibilities of emerging leaders - Situations, environments, and events emerging leaders must typically navigate - Documents and communications emerging leaders generate and/or sign-off on - Congruence with branding and business standards Benchmark Participants self-assess skill and performance quality and comfort before training modules.	Core Content - Three Leadership Presence skills-development Modules - Visual Presence - Verbal Presence - Visual Communication - Foundational concepts and systems supported by copious examples - Homework from each of these Modules to foster using the systems, tools, and processes - Interactive classroom exercises at all stages to reinforce learning - A fourth Module devoted to troubleshooting homework challenges and integrating program information Customized Content Our program is customized, from pre-work through implementation, and focused on your specific needs. - Whenever possible use client materials as examples - Derive exercise scenarios from participants’ own environment/experiences - Focus on where participants need the most improvement - Reinforce participants’ areas of strength	Benchmark Post training modules, participants self-assess skill and performance quality and comfort, to track results/progress. Debrief Information and insights we’ve gained during the pre-work and training process—and recommendations for greater effectiveness for individuals and/or the team, department, or organization as a whole. - Written Executive Summary - In-person debrief with the client to discuss Executive Summary details	Bank of Hours A post-Module block of hours from which participants can draw, as individuals or in groups, to work with Diane Parente, Karen Anderson Peters, Nancy Webb, or a combination. - Using the new concepts and processes - Objective feedback and recommendations for on-going improvement - Integrating new behaviors and systems into daily work routines

Pricing Structure

- Base fee for the Leadership Presence training program, covering all the above components
- Nominal per person fee to cover program materials

* Because we are committed to supporting women who want to advance as leaders, we offer a parallel program customized for them: **Leadership Presence For Women**.



What distinguishes **Leadership Presence** from other leadership development training?

The Leadership Presence Training and Development Programs*

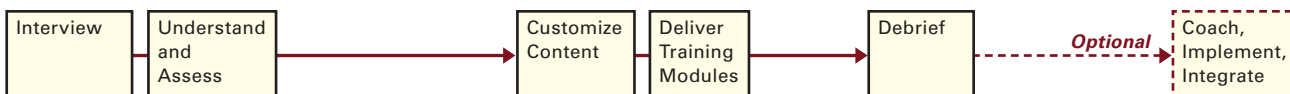


Leadership goes beyond what you know . . . the “beyond” is Leadership Presence.

Our goal is not just to teach innovative concepts and tools, we want to help you make positive change. Your organization will receive value well before participants enter the classroom. You—and they—will continue to receive value after they have completed the training modules.

Here’s what the **Core** and **Fundamentals Leadership Presence** training programs deliver:

Core Program



Pre-work	4 Half-day Program Modules	Follow-up	Implementation
Interview Client ■ Culture/Leadership definitions and paths ■ Emerging leaders’ knowledge gaps ■ Problem situations, sensitive areas, and “sacred cows” ■ Alignment with other/previous leadership training programs ■ Desired goals and outcomes Understand Systems and Processes; Assess Print and Electronic Documents ■ Authority and responsibilities of emerging leaders ■ Situations, environments, and events emerging leaders must typically navigate ■ Documents and communications emerging leaders generate and/or sign-off on ■ Congruence with branding and business standards	Customized Core Content ■ Three Leadership Presence skills-development Modules ■ Visual Presence ■ Verbal Presence ■ Visual Communication ■ Foundational concepts and systems supported by copious examples ■ Homework from each of these Modules to foster using the systems, tools, and processes ■ Interactive classroom exercises at all stages to reinforce learning ■ A fourth Integration Module devoted to troubleshooting homework challenges and integrating program information ■ Customized, from pre-work through debrief, focused on your specific needs	Debrief Information and insights we’ve gained during the pre-work and training process—and recommendations for greater effectiveness for individuals and/or the team, department, or organization as a whole. ■ Written Executive Summary ■ In-person debrief with the client to discuss Executive Summary details	Bank of Hours A post-Module block of hours from which participants can draw, as individuals or in groups, to work with Diane Parente, Karen Anderson Peters, and/or Nancy Webb. ■ Using the concepts and processes ■ Objective feedback and recommendations for on-going improvement ■ Integrating new behaviors and systems into daily work routines Available as a Core Program add-on.

Fundamentals Program

1-Day Program

Modules

- Three Leadership Presence skills-development Modules
 - Visual Presence
 - Verbal Presence
 - Visual Communication
- A fourth Integration Module devoted to integrating program information
- Foundational concepts and systems supported by copious examples
- Interactive classroom exercises at all stages to reinforce learning

Pricing Structure for All Programs

- Base fee for the Leadership Presence training program, covering all listed components
- Nominal per person fee to cover program materials

* Because we are committed to supporting women who want to advance as leaders, we offer parallel programs customized for them: **Leadership Presence For Women**.

